



# Why You Aren't Getting Hired

Marcia LaReau, PhD

This is a private list that I use when helping jobseekers troubleshoot their jobsearch and I'm also including what I do about it. Please send me any questions or comments and I will personally respond to you. [mlareau@forwardmotioncareers.com](mailto:mlareau@forwardmotioncareers.com)

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There are several fundamental reasons that jobseekers remain unemployed. MOST of them can be easily managed once the reason has been identified. There could be multiple reasons that, together, can impair or bring a jobsearch to a halt.

Please don't be tempted to look at this list and quickly dismiss the solution. Most of the time, jobseekers are unaware that these issues are a part of THEIR jobsearch.

Okay, here's my checklist:

1. The job market is highly populated with qualified candidates.  
This isn't necessarily a bad thing—IF there are a lot of jobs as well as candidates.  
IF there are a lot of jobs and a lot of candidates, then your résumé has to be stellar.  
If there are only a few jobs and a lot of candidates, then I suggest the following process to switch to a different market.

2. The job market has diminished or is gone.

Solution: Switch to a different market.

HOW:

PART 1:

Dissect activities from earlier employment history. Name each set of activities and apply the activity to a new market.

Example: Teacher activities:

- Teaching.
- Manage personal data. (grades, etc.)
- Organize classroom activities and field trips.

Potential markets:

Teacher: I looked up jobs with the word "trainer" and found: Corporate trainer, IT Trainer, Call-center Trainer, Software Trainer, End-User Trainer, Leadership Trainer, etc.

Managing personal data: I looked up the phrase "data manager" and found: Medical clinics Manager, Services Manager, Planning Manager, Admissions Manager, Reporting Manager, Encounter Manager.

Organizing classroom activities and field trips: I looked up "event coordinator" and found: Volunteer Coordinator, Donor Relations Coordinator, Event Activation Coordinator, Special Event Coordinator, Event Specialist.





PART 2:

Construct a résumé that highlights the activities associated with the new position.

HOW: Most people don't realize the details involved in the work they do and they rarely realize that those details are important to a potential employer.

1. Check several job postings and carefully read the job responsibilities.
2. Ask if those are activities from your previous jobs.
3. Then use the information to fill out your Experience Details from past positions where you did that work.

3. Your résumé doesn't show that you are qualified for the position.

I check two places:

Number One: The usual culprit for this situation is the job title. Companies often have titles that don't reflect what that individual does on the job.

EXAMPLES:

- Manager" of what? A process? People...How many?
- Customer Service Rep? What industry? Phone? Face-to-face? Are products involved or services?

SOLUTION: Instead of listing the exact title in a former position, list the role such that it reflects the job activities needed for the positions that you are applying for.

Examples:

- Staff Supervisor (team of six retail sales staff)
- Financial Customer Service Rep
- Retail Customer Complaints Manager

Number Two: The details listed on the résumé do not reflect the activities in the new position.

SOLUTION: Read job postings in the positions you want to qualify for and carefully check the Job responsibilities. Then take care to ensure that the bullets on your résumé easily reflect the potential new job activities.

4. Your resume does not "demonstrate" that you are a credible candidate.

This item really digs into the minutia of the résumé.

SOLUTION: I strongly suggest separating "Achievements" or "Results" from the activities that they are associated with. Further, "Results" statements should be short and have quantifiable information that "demonstrates" your previous success.

Examples of results statements:

- New software application was delivered three weeks ahead of schedule.
- New FAX process eliminated staff down-time by 34%.
- Reprint of Lunch Menu increased the number of lunches served by 16%.

5. The usual résumé issues:

- a. Grammar mistakes (spelling, etc.)





- b. Unbelievable information on the résumé (even if it IS true)
  - c. “Clever” attempts to look unique (It’s the content...stupid! ...sorry if that was rude.)
  - d. FONTS: odd fonts, anything smaller than Times New Roman: size 11  
Solution: Use Times New Roman. Font size 14 for Name, Font 11 for everything else.
  - e. Highly dense information ...i.e. not enough white space.  
Solution: This is a challenge for MOST jobseekers. Here it is: LESS is more. Really. What you don’t put on your résumé is as important as what you do. I think of a résumé as a teaser for the reader. Everything on the résumé should have substantive information.
6. Tired words, e.g. “results driven, proven, strategic leader”  
Solution:
- 1. Conduct an internet search on “words not to use in a resume”. These lists are updated each year.
  - 2. Eliminate generic phrases. (I call them “vanilla” entries.) Instead, dress them up.  
Examples:  
Customer Service. Instead, try: Customer Service Enthusiast  
Relationship manager. Instead, try: Relationships based on trust.  
Proven thought-leader. Please just leave this off.
7. LinkedIn profile does not sync up with the résumé.  
Solution: Assume that every potential employer will look you up on LinkedIn. Be sure that employment dates, titles and activities are identical to your résumé.
8. Digital dirt on the internet  
Everyone, jobseeker or not, should routinely look up their name on the Internet. If digital dirt is found; it MUST be addressed somewhere on the résumé, usually at the end.  
SOLUTION:  
At the end of the résumé, insert a note to guide the reader regarding the concern.  
Examples for people with a common name:  
NOTE: An Internet search on my name may turn up an article about an arrest. That is a different person.  
  
Examples for people with an uncommon name or real issue: An internet search may include an article about an armed robbery that includes my name. This was a multi-unit dwelling and I rented an apartment there and gave testimony to the officer at the scene.





9. Issue with background check.

As with Digital Dirt, it is critical to address these matters up front. During the application process, there may be questions about your background history. Before divulging any information, consult with an employment lawyer and find out what you should and what you may not need to reveal.

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Still need help? Not sure what to do?

Other ways to connect with me include:

- Use our terrific Contact Us Form: <https://www.forwardmotioncareers.com/contact-us/> and tell me a bit about yourself. This comes directly to me and I'll personally respond to you within 2 business days.
- Call my cell: 1+ (860) 833-4072.

